



Berlin Is waiting for you!

THE 2024 ICSB ACADEMY

June 30th – July 5th 2024

Empowering Youth Entrepreneurship Inspire – motivate- taking action.

Entrepreneurship is pivotal for economic development globally, contributing significantly to employment, economic growth, and social stability. Similarly, the Sustainable Development Goals (SDGs) set by the United Nations in 2015 form an ambitious blueprint for global development, aiming to eradicate poverty, reduce inequality, and combat climate change. Therefore, the intersection of entrepreneurship and the SDGs is crucial, as entrepreneurship act as a driver for economic growth (SDG 8), help in the reduction of poverty and inequality (SDG 1 & 10), and serve as incubators for innovation (SDG 9). Entrepreneurship also contribute to environmental SDGs by adopting sustainable practices and have a significant role in promoting gender equality (SDG 5), often providing opportunities for women. Therefore, to achieve the SDGs and create a more sustainable and inclusive world, policymakers and stakeholders need to create an environment that supports the growth and sustainability of entrepreneurship, providing access to finance, enhancing skills, promoting innovation, and encouraging sustainable practices. Entrepreneurship is the key for a economic development and to meet the climate targets.

Europe's economies are facing an epochal change in their structure and value creation triggered by new and disruptive technologies and megatrends (such as demographic change, digital life, and new work) and influenced by the consequences of Covid-19 and recent geopolitical conflicts. Currently, entrepreneurship is challenged due to climate change implications, compliance with

shifts in social structures and migration, trade pattern adjustments to a new world economic order, and cyber risk management. The implementation of the United Nation's 17 sustainability goals requires entrepreneurs to find new ways to combine resources for income generation in line with sustainability and resilience. However, the need exists to increase productivity by increasing artificial intelligence and digitalization implementation to compensate for skilled labor. Although these challenges spark entrepreneurship, they do not inflame the next generation of European entrepreneurs — generations Z and Alpha. The recent General Entrepreneurship Monitor 2022 figures demonstrate that the young generation in Germany, France, and Spain do not value entrepreneurship highly. Action is required.

Entrepreneurship Academy

The Entrepreneurship Academy of the International Council for Small Business is one of the first started to develop future entrepreneurs on a global side. In conjunction with the ICSB – World Conference student get the opportunity to be taught by international experts on entrepreneurship as well as experiencing entrepreneurship with the host-country of the ICSB World Conference.

This year students will be taught in Berlin and will be introduced by various experts in the tradition of German entrepreneurship and culture as well as the challenges to pathway the future entrepreneurial policies for the next generation. Apart from traditional competences in entrepreneurship as performing and implementing innovations, to set up business models, students will be also introduced in the German way of responsible entrepreneurship and the use of artificial intelligence.

The major objectives of the academy are that the students develop the following competences:

1. Development of intercultural competences on the basis on multinational team working.
2. Development of an entrepreneurial spirit and motivation by presenting an own business idea.
3. Development of professional competences to present convincing ideas by pitching these ideas.
4. Development of competences to specify ideas and to market those ideas.
5. Development of entrepreneurial skills and mindsets
6. Development of competences to act while implementing business ideas or innovations.

These competences are achieved by the following tools:

- Coaching of international student groups by global experts on entrepreneurship
- Visits of entrepreneurial settings and exchange with entrepreneurs and the participants of the conference
- Lectures by international experts on entrepreneurship
- Discussions and exchange of knowledge with international researchers at the world conference
- Getting in contact with members of international organizations and entrepreneurs through the marketplace.

The regular price is: 800,00 US\$ or 735,-- Euro. (Group prices on request).

Note:

FOM Students and Students of the Hochschule Stendal have as part of the host – universities the following arrangements:

- Participation at the Academy: 150,-- € / person for the whole week**
- Participation at the Academy and all evening receptions
incl. Gala-Dinner: 300,--€/person
(Registration via Akademie für den Mittelstand only).**

The regular price includes the following items:

- Full Participation of the program of the Entrepreneurship academy 2024.
- Invitation to the opening ceremony to the 68th world conference
- Invitation to the reception by the lord major of Berlin
- Invitation to the Gala-Evening of the conference at the TIPI-Event Place.
- Personal recognition with the Berlin Declaration to promote entrepreneurship.
- Conference Pack
- All meals and drinks served for lunch and at the campus site of the conference.

The accommodation is not included in the price.

For accommodation as well as for the registration please contact us or use the following web-link: <https://www.akademiefuerdenmittelstand.com>

For further information please contact the following

Dr. Hartmut Meyer: Hartmut.Meyer@akademie fuer den mittelstand.com

Lucas Kokot: lucas.kokot@stud.h2.de

The following gallery of picture should illustrate possibility of the one-time experience for your life.



Academy Program ICSB 2024 in Berlin

Timetable

Date	Start	Finish	Activity
30.06.2024			Arrival to Berlin
	18.00h	20.00h	<p>Welcome by the ICSB Introduction to the Programm Team Building Events</p> <p>Invitation to Pizza and Drinks</p> <p>Students have after the event the chance to join an EM Public Viewing for the European Championships.</p>
01.07.2024	09.00h	12.00	<p>Lectures at Fachhochschule for Ökonomie and Management (FOM) Bismarkstrasse 1071, 10625 Berlin</p> <p>Lectures/Workshops with international experts on entrepreneurship starting with:</p> <ul style="list-style-type: none"> - Navigating Entrepreneurship: Keys to Success - Ecosystem Development and Identifying Community Needs - The Social Business Model Canvas
	12.00h	14.00h	Lunch
	14.00h	18.00h	<p>Visit to Babelsberg Entrepreneurial Media Center and Film Studios</p> <ul style="list-style-type: none"> - Reception by Media-Center Management and political officials - Visit of Film Studios - Presentation of Future Media Management and Artificial Intelligence - Keynote Talks <p>After the Event will be followed by a reception of the entrepreneurial site of Babelsberg.</p>

Date	Start	Finish	Activity
02.07.24	09.00h	12.00h	Lectures at the FOM Workshop on Design Thinking and Sustainability with Prof. Friebe and his team. Lectures and Workshops as part of the European Union's Education of Climate and Sustainable Entrepreneurship
	12.00	13.00h	Lunch
	13.00h	15.00h	Workshop on Climate and Sustainable Entrepreneurship (cont.) The late afternoon and evening is for personal disposal
03.07.24	09.00	13.00h	Lectures at FOM Lectures with international experts on entrepreneurship starting with: <ul style="list-style-type: none"> - Business Model development - Business Planing - Pitching a business idea - Evil Panal
	13.00	14.00h	Lunch
	14.00h	17.00h	City Tour organized by FOM/H2 students
	18.00h	21.00h	Opening Reception of the 68 th ICSB World Conference Location: TBA
04.07.24	09.00h	13.00H	Lectures at FOM Lectures with international experts on entrepreneurship starting with: <ul style="list-style-type: none"> - Entrepreneurial Finance - Business Planning - Presenting a business idea
	13.00	14.00h	Working Lunch
	14.00	17.00	Project Working in Teams Chance to participate at the paper sessions and workshops on the 68. World conference

Date	Start	Finish	Activity
	18.00h	21.00h	Official Reception by the City of Berlin in the City Hall of Berlin. The later evening is for personal disposal.
05.07.2024	09.00h	13.00h	Lectures at FOM Lectures with international experts on entrepreneurship starting with: <ul style="list-style-type: none"> - Artificial Intelligence - The future of Entrepreneurship - Working within an entrepreneurial Eco-System - Project Working in Teams
	13.00h	14.00h	Lunch
	14.00h	15.00h	Pitching of Business Cases at the 68 th ICSB World Conference
	18.00h	19.00H	Gala Reception of the 68 th ICSB World Conference Tipi Palace in Berlin
	19.00h	19.30h	Official announcement of the Berlin Declaration to promote Entrepreneurship
	19.30	Open	Gala Dinner and Party with Live-Music and small shows

Note:

- The lectures will be finalized by 1st of May 2024.
- for the students: will be served in the Berlin Mensa (5 min. walking distance). Students get a free voucher for a three-course meal and select there for a wide range of different meals including vegetarian and vegan food.
- The lectures take place in the FOM-Building (Bismarkstrasse 107, 10675 Berlin). In case Students want to meet their tutors, they can arrange a meeting in the FOM Building or in the lounge of the IHK (everything is in a short walking distance).